WHOLE EARTH: TASK DESCRIPTIONS

Receptionist (also editorial, library, and business staff assistant)

a. Route telephone calls (the "front line')
b. Sort mail, e-mail and distribute. Oversee out-mail. "White Mail" (or subscription and renewal mail and change of address mail) goes to Circulation editor. Comments, suggestions and complaints go to appropriate staff and summarized. Letters to editor and contributions go into separate file for Managing Editor. Checks and other financial mail to Business staff.
c. Resolve customer questions and problems and answer requests for information.
d. Maintain inventory and distribution of office supplies
e. As time allows add in editorial chores (copyedit, proof, research, databases)
f. As time allows, help business chores (MWEC and subscription orders, process and prepare Unclassifieds, prepare deposits).
g. As time allows, help library set-up and maintenance. Perhaps, in future, combine jobs with librarian.

Staff: Help organize and direct interns

Business

Business Management: Accountability, Overseeing, Contracts, Personnel

a. Quarterly Report and presentation to Pt. Foundation (PF) board. Quarterly report includes such things as budgets, new contracts, cashflow, financial issues,legal issues, complain summary, subscriptions and renewal rates, new projects or proposals....

b. Personnel management: contract negotiations, oversee benefits/health, compensations, evaluations of personnel, payments to contributors, records...

c. In collaboration with circulation director and editor, prepare print order for each issue (paid subscribers, credit (bill-me) subscribers, comp subscribers, press list, exchange subscribers, promotional copies, reserve copies, and distributor copies).

d. Collaborate with editor on page allocations for advertisments and cover.

e. Oversee classified ads, house ads, and others. Both policies and prices.

f. Financial controller: oversees bookkeeping and accounts, budgets, preparation IRS forms, insurance, bank records and administration, deposits, reconciliations; set schedules for debts and negotiate payables, manage investments; ensure that magazine sales revenues are promptly received and accounted for.

g. In collaboration with Circulation/Subscription editor, Pt. Foundation Board, and Editor, allocate any available funds for purchases and promotional activities.

h. Negotiate with printer and paper suppliers, including trouble-shooting. With circulation editor, calculate print runs.

i. Oversee volunteers and interns, and training of business staff, including reception.

j. Handle legal and security issues with PF board and others invovled.

k. Oversee rental agreements, moving and set-up, and other Point contracts.

l. Prepare one-half to one page summary for each issue.

n. Collaborate on office management

o. Coordinate with web site development on advertising, partners, display, and links.

STAFF NEEDS: Business manager, bookkeeper, assistant(s), interns,

Business Management: Sales, circulation subscriptions, subscription development.

a. Subscription sales, returns, renewals, gift orders, and subscriber relations. Prepare summaries. Must ensure that renewers have adequate notice and opportunity. Prepare renewal notices and keep in stock. Prepare gift orders for Christmas time and other mailings.

b. Newsstand: sales, distribution, and promotion and prepare summaries of cost-effectiveness. Manage relationship to distributors.

c. Front line with fulfillment house, including cost-effectiveness of services and reliability. Includes maintaining mailing list, delivering mailing list to printer.

d. Back-issue and single-copy inventory: promotion and sales and distribution.

e. MWEC and other book or Point product inventory: promotion, sales and distribution.

f. Data base for sales, distributors, mailing list.

g. Design content for "House ads," wrappers, and other materials

h. List-rental sales

i. Special (e.g., group) sales and direct mailings: track response and effectiveness.

j. Coordinate with web site management to ensure that subscriber and single-copy links are in order and up-to-date.

STAFF: Assistant (may be shared with above)

See: **Fund Raiser**

Editorial

Editorial Management

a. Meet quarterly with Editorial Board and review comments

b. Meet quarterly with PF board

C. Work with business personnel. Prepare and oversee editorial budgets.

d. Work with acquisitions personnel to obtain books, magazines, videos.

e. Create and oversee long-term editorial calendar; work with business personnel regarding issue-centered promotions (e.g., subscription development, advertising sales)

e. Articulate and maintain editorial vision -- both content and feel of publication.

f. Create writers' and artists' guidelines and standards; identify and solicit contributors (writers and artists) and negotiate contributors' fees

g. First-cut review of incoming materials and allocation to reviewers.

h. Guide special features and work with business personnel to find dedicated funding.

i. Determine content and, with design personnel, general sequence ("map") in each issue.

j. Find artwork for whole issue with art director and others; and, with art department and business personnel, determine cover.

k. Spend some time fund-raising and promo (e.g., conferences).

Staff: Editorial Personnel

Editorial Management Staff Tasks

a. Assist Editor with incoming reviews, articles, correspondence, finding apporpriate reviewers (data base), track reviewer vs. deadlines, coordinate with acquisitions to order selected books and other tools.

b. Serve as liaison with contributers re-editing and rewrites of submissions.

c. Assist editor in spread and map development

d. Maintain consistency and accuracy in production process: working map, buckets, and server.

e. Edit and copy-edit text

f. Assist editor in special features, core curricula, research, correspondence, editorial promotions

g. Production tasks: proof and correct spreads, collaborate with acquisitions to insure proper access.

h. Production: breakdown buckets, return art, collaborate with library re storage of original materials and WER production materials (back-up tapes, negatives, disks returned by printer, etc.)

i. Production: ship finished magazine to printer and keep tabs through printing process.

j. Reprint and photo permissions [from WER and to WER]

k. Track exchange-subscriptions with circulation editor

l. Working with business staff, requistion and schedule paymets to contributers and send tearsheets.

m. Help with organization of staff tasks and new projects

n. As it becomes active, help review any interesting material from Website conversations that might appear in magazine.

OTHER STAFF: Interns, contact personnel (e.g., data entry staff, proofreaders) if and as necessary. For Copy Editor/Edit Assistant, *see Elizabeth Thompson.*

Acquistions and Library Management

See David Burnor's description of acquistions, access, and indexing.

Work with editorial staff to create and oversee policies for access to WER/Point Library and archive materials.

Work with editorial and business staff to develop comprehensive indecies of reviewed items and Point publications.

Staff: Intern and/or volunteers.

Art/Production/Design Management

See Kathleen O'Neil

a. Working with Editor, establish design styles and templates: type fonts, layout and organization principles, recurring graphic elements, logos, etc.

b. Design pages and work with cover artist. Setup and organize system of computer server. Collaborate with editorial staff on illustrative material.

c. Artwork and photos

d. Photography of book covers, etc.

e. Postrscripting, transfer to removable media for shipping. Review and approve bluelines and confer with filmhouse/printer.

f. Computer miantenance, dialy backups of server, archive back issues, troubleshoot hardware, software review and update and installation.

g. Intern training: Pagemaker, corrections, oversite, postscripting,

h. Outreach to find visual contributors.

i. Assist with design of Point/WER advertising and promotional materials.

j. If and as desired, work with editor and other staff to WER material for other media (e.g., Web pages, posters).

STAFF: Creative (art/design/production) Full Time Equivalent manager, one FTE (maybe two people). Interns: Possible electronic media staff.

Fund-Raiser (from subscribers, major donors, foundations, corporations)

a. Raise dedicated funds (core curricula, features, research topics)
b. Raise general funds
c. Raise endowments
d. Find materials and space that can be donated.
e. Raise special and new projects (not WER budget)
f. Oversee processing of gifts, thanks and acknowledgments, fulfillment of premiums offerred through fund-raising efforts
g. Maintain data bases of solicitations and donors

SUGGESTED SPECIALS (maybe separate line items): Access to booksellers; book series; memberships; licensing; conferences; library and memberships.

Web Site Development
(Early draft: Peter Warshall, Atty Mullens, Danica Remy)

Special team to be formed in collaboration with editor, business staff and art staff.

1. Create promotional web site. One page on who we are and what we offer. Example pages. Buttons to "Subscribe," "Four covers of last Virtual Magazine," "Open Forum," and "Whole Earth Reading Room."

2. Create "content" within website that will be updated quarterly with the publication of the magazine. Each "Virtual Magazine" will have table of contents, support information for reviews and articles, articles with conversation rooms, a page mirroring magazine with previous Whole Earth books/tools reviewed, linkages for purchases (see below), linkages to related Websites and materials, and the Editor's Reading Room in which members of Whole Earth satff place current work and maybe have their own conservation room.

3. Create "transactional" linkages within web site for the viewers to purchase books and tools from magazine and connect to "merchandise partners" approved by WER. Ads linked to reviews.

4. Labor needs:
- Platform: computer software and coding; designing graphics; linkage development; hosting.
- Content/service: content program and management
- Marketting: subscriber rates; free periods; advertising/PR; paid links; ad format and incorporation onto pages; accounting.

5. Create links to WELL for open forum.